



# ROYAL CANADIAN LEGION

Poppy and Remembrance Committee

## Poppy Sticker Day Guidelines

**The following is offered as a guideline for branches when developing a Poppy Sticker Day Program.**

### **History:**

In 2006 the Dominion Poppy and Remembrance Committee developed a Poppy sticker in response to the many requests received which asked for an alternative to the traditional pin Poppy. The committee was also concerned that our Veterans who reside in various facilities were denied the opportunity to participate in the annual Remembrance period by not wearing a Poppy.

Following the successful introduction of the Poppy Sticker the same committee began to develop a program designed to promote the distribution of Poppy stickers to our Veterans who are housed in various facilities across Canada. In 2006 the first "Poppy Sticker Day" was held in selected locations across Canada. The continued success of these branches in distributing Poppy Stickers to our shut-ins is the inspiration behind seeing this program being expanded across Canada.

### **Planning your Branch program:**

This program can be tasked to the Branch Poppy or the Branch VSS Chair. The branch may also choose to appoint another Chair to ease the burden for the Poppy and/or the VSS Committee.

The Comrade tasked with this program should have the necessary people skills and organizational ability required to plan and execute the day's events with the respect and care needed.

As with all programs involving the public, exceptional care should be taken to show the Legion in its best light. A caring community minded organization dedicated to the perpetuation of Remembrance and the support of our Veterans, their families, our community, and country.

### **Choosing a date, time, and location:**

In an effort to make this a truly national program, consideration should be given to setting your local Poppy Sticker Day on the first Sunday of the annual Poppy campaign. Should this not be possible then the second Sunday of the campaign should be considered.

Sundays are offered as the best choice due to the large number of family members that are often visiting loved ones in the facilities. Afternoons are best. When choosing a time try to avoid mealtimes and those times when the residents will be resting. Be careful not to hold your event at the same time as other important events.

***The following is a step-by-step guide to fully develop a Poppy Sticker Day that will be welcomed and remembered by all.***

#### **Step 1:**

At least 3 months in advance of the intended date you should seek the approval and support of the branch.

#### **Step 2:**

Should the branch agree then the Poppy Chair should be asked to order enough rolls of stickers to meet the need. They are available in rolls of 500 from Ontario Command and they can be ordered with your annual Poppy and Wreath order. Poppy funds may be used for this program.

#### **Step 3:**

Six to eight weeks before, contact the administrator of the local facility(s) to seek their permission. Should approval be given, ask if there are any restrictions or other important information that you will need to know while in the facility.

#### **Step 4:**

During this time period you will also want to take advantage of every opportunity to promote the program and set up volunteers to assist. Those taking part do not have to be Legionnaires, but they should understand the importance of the program and that their behavior will ultimately reflect on the Legion.

#### **Step 5:**

In the days and weeks leading up to your Poppy Sticker Day, make contact again with the facility(s) to see that everything is in order and that there are no last-minute restrictions. Also be sure enough stickers are available.

#### **Step 6:**

Arrange for the participants to meet 15 to 20 minutes before the scheduled start. This will allow sufficient time to review the guidelines and announce any restrictions that may be in place.

### **Step 7:**

Following the distribution and before the teams leave for home, take time to gather together to discuss the day's events. Ask if anyone has anything to offer that will help improve the program.

Don't forget to thank those involved and invite them to assist in next years Poppy Sticker Day.

### **The following are guidelines to assist participants in the distribution of Poppy Stickers.**

- No one who is ill or experiencing signs of illness should participate.
- Explain that this is not a contest, and that at all times care and respect of the residents and staff should be considered.
- Break up into smaller groups as needed.
- The layout of the facility will help in setting up the groups. You may wish to ask for a personal tour of the facility in advance to assist in setting up your groups. Groups of two (2) work best.
- Participants should be in Legion Dress, medals are optional. Those who do not own Legion Dress should cloth themselves so that they ca be identified as representing the Legion.
- Participants should avoid wearing traditional pin Poppies while in the facility for safety reasons. This will also give you the opportunity to promote the Poppy Sticker.
- Everyone in the facility should be invited to wear a Poppy Sticker. Residents, Staff, family, and guests.

### **What to say:**

The following script is offered for use when approaching someone.

"Hello, my name is \_\_\_\_\_. I am a member of Branch \_\_\_\_\_ of the Royal Canadian Legion. Would you like to wear a Poppy Sticker?"

If they say yes, peel the backing from the sticker and offer it to them or assist them in placing the sticker on their garment.

You may wish to leave additional stickers at the nurse's station or with someone at the facility in the event some are lost or destroyed. You may also want to have some extras on hand if you will be conducting a Remembrance Ceremony at the facility on or near November 11.

### **Special Note:**

It is requested that donations not be collected while distributing Poppy Stickers at any facility. Residents in particular often will not have any money of their own and should they see you accepting a donation from another, they may feel obligated to donate as well. If they cannot, it may lead to anxiety on their part and any stress to the residents should be avoided. You may wish to suggest that they can place their donation in any of the many Poppy boxes they see around town.

**Follow up:**

In the days and weeks following the Poppy campaign, you may wish to visit the facility and thank those responsible. Take advantage of this opportunity to ask if there were any problems. Ask if they have any suggestions that may improve your program. It is also an excellent opportunity to set up a date for the following year.

**Primary Schools:**

Should a branch find this program to be a success and if you have the volunteers needed, you may wish to offer the same program at local elementary schools in your area. By following these same guidelines, we are confident that your Poppy Sticker Day will be a success.

Thank you for supporting this program.